

Message Text

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PAGE 01 MONROV 04467 011324Z

53

ACTION AF-06

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R 011232Z AUG 75
FM AMEMBASSY MONROVIA
TO USDOC WASHDC
INFO SECSTATE WASHDC 6605

UNCLAS MONROVIA 4467

EO 11652: N/A
TAGS: BTIO, LI
SUBJ: PRIVATE TRADE OPPORTUNITY - SPECIAL HANDLING

1. 765/01/0P0023
 2. 073175
 3. B. PORTER
 4. 765 LIBERIA
 5. DRI
 - 6A. REPLY TO--
 - 6B. P. J. N. COLLARO, VICE PRESIDENT, TRADING
 - 6C. MESURADO GROUP OF COMPANIES
 - P. O. BOX 115
 - MONROVIA, LIBERIA
 7. CABLE: MESUFISH PHONE: 21988 OR 21668
 - TELEX: MESUFISH MVIA 4271
 8. CO. REF: WTDR MESURADO CORP 3/74 (BEING UPDATED)
 9. 104-11. 9A. DIRECT SALES AND EXCLUSIVE DISTRIBUTORSHIP.
 10. DESCRIPTION
 - 3873561-0050. DIGITAL SOLID STATE WATCHES, MEN'S AND WOMEN'S. BATTERY OPERATED, QUARTZ CRYSTAL-TIMES, WITH LED DISPLAY ACTIVATED BY BUTTONS. TIME AND CALENDAR PREFERRED AS IS BUILT-IN PHOTOTRANSISTOR TO ADJUST DISPLAY INTENSITY TO LIGHTING OF SURROUNDINGS. ATTRACTIVE SLIM DESIGN. ESTIMATED INITIAL ANNUAL SALES \$50-60,000. BUYER WISHES TO INTRODUCE ATTRACTIVE, SLIM-DESIGN SOLID STATE DIGITAL MEN'S AND WOMEN'S WATCHES. BATTERY-POWERED, QUARTZ CRYSTAL-TIMES, WITH LIGHT EMITTING DIODE DISPLAY ACTIVATED BY BUTTONS. BUYER PREFERS MODELS WITH BOTH TIME AND CALENDAR
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BUILT-IN PHOTOTRANSISTOR TO ADJUST DISPLAY INTENSITY TO

SOURROUNDING LIGHT. ALSO DESIRES AGENCY/DISTRIBUTORSHIP ON EXCLUSIVE BASIS. DESCRIPTIVE LITERATURE, SPECS, AVAILABILITY AND PRICES CIF MONROVIA WANTED AS SOON AS POSSIBLE. ESTIMATED INITIAL ANNUAL SALES \$50-60,000.

BUYER IS LARGEST COMMERCIAL ENTERPRISE IN LIBERIA WHICH AS A GROUP ACTS AS IMPORTER, WHOLESALER, AGENT, AND RETAILER OF BROAD RANGE OF ITEMS. ONE OF MEMBER COMPANIES IS OPTICAL SHOP IN DOWNTOWN MONROVIA WHICH WISHES ADD SOLID STATE WATCH LINE. FIRM IS WELL-MANAGED AND AGRESSIVE MARKETER, WITH ANNUAL SALES WELL OVER \$10 MILLION ANNUALLY. (SEE WTDR MESURADO CORP. 3/74, BEIING UPDATED).

11. WHILE POTENTIAL SALES THIS ITEM SMALL, BUYER IS MAJOR POTENTIAL CUSTOMER FOR US PRODUCTS WITH HIGH-LEVEL POLITICAL CONNECTIONS IN GOL. LIBERIAN-OWNED, COMPANY IS MANAGED MAINLY BY BRITISH EXECUTIVES WHO GENERALLY TEND PURCHASE IN EUROPEAN MARKET. EMBASSY HAS BEEN MAKING STRONG EFFORTS TO INCREASE US SHARE COMPANY'S PURCHASES AND IS MAKING HEADWAY. THIS PTO "WALKED IN", AND EMBASSY HOPES THAT PROMPT AND ATTRACTIVE RESPONSES BY US SUPPLIERS WILL DEMONSTRATE TO FIRM EFFECTIVENESS OF OUR SERVICES, AND THEREFORE OPEN UP MUCH LARGER OPPORTUNITIES IN FUTURE. WE SUGGEST STANDARD TOP DIRECT-MAIL DISSEMINATION AND ANY SPECIAL FOLLOW-UP ACTION DEEMED APPROPRIATE. EMBASSY ALSO UNSURE OF SIC ENCODING THIS ITEM.
MANFULL

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